Message Text

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TO AMEMBASSY DAKAR

AMEMBASSY ABIDJAN

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AMEMBASSY LAGOS

AMEMBASSY ACCRA

AMEMBASSY KINSHASA

AMEMBASSY KHARTOUM

AMEMBASSY GABORONE

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E.O. 11652: N/A

TAGS: ETRC, BEXP

SUBJECT: INTERAGENCY TASK FORCE TO DEVELOP A NATIONAL EXPORT POLICY

REF: STATE 95673

1. IN RESPONDING TO REFTEL, YOU MAY WISH TO ENDORSE STUDY OF WAYS TO FINANCE US PARTICIPATION IN FAIRS WHICH UNCLASSIFIED

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ARE MORE REPRESENTATIONAL THAN COMMERCIAL IN CHARACTER. AT PRESENT, COMMERCE RESISTS SUPPORTING THE US PRESENCE IN EVENTS SUCH AS THE DAKAR FAIR BECAUSE INCREASES IN EXPORTS ATTRIBUTABLE TO US PARTICIPATION, IN THE SHORT RUN, ARE LIKELY TO BE SMALL. NEVERTHELESS, GOVERNMENTS SUCH AS THE SENEGALESE EXPECT US COMPANIES TO PARTICIPATE, AND HOPE FOR A US GOVERNMENT SPONSORED COMMERCIAL TYPE OF

EXHIBITION. PARTICIPATION IN SUCH FAIRS MIGHT BE
JUSTIFIED ON THE GROUNDS THEY HELP DEVELOP A US MARKET
OVER THE LONG TERM IN COUNTRIES WHOSE ECONOMIES MAY BE
EXPECTED TO GROW, ESPECIALLY GIVEN "ACTORS
SUCH AS ECOWAS.

2. YOUR MENTION OF THE UTILITY OF PROVIDING FUNDING FOR US PARTICIPATION IN THESE FAIRS COULD LEAD TO A MUCH NEEDED REEXAMINATION OF THIS PROBLEM. CHRISTOPHER

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